

AMENDMENTS TO THE SPECIFICATION:

Please amend the first full paragraph on page 2 as follows:

On the other hand, in the broadcasting system, information about what reaction the audience had for the program, is important. Conventionally, as information for judgment of reaction to the program, audience rate for listening or viewing of the broadcasted program has been used. Since it can be judged that the program having high program audience rate should have large effect of a commercial message (CM). Therefore, it becomes easy to ~~find~~ find sponsors who are willing to invest for such program. Also, the CM fee is determined ~~with~~ by taking program audience rate as an indicia, such that broadcasting fee for CM becomes higher at a time zone when program audience rate is high. A method for audience rating survey has been disclosed in JP-A-11-275607.

Please amend the paragraph bridging pages 3 and 4 as follows:

The present invention transmits or broadcasts coupon information together with a program or commercial message from a broadcasting/transmitting system to a receiving system. The receiving system generates a coupon issuance request on the basis of the coupon information, attaches the identifier of the program or commercial message for which the coupon issuance request is demanded, to the coupon issuance request, and transmits the coupon issuance request ~~added together with~~ together with the identifier from the receiving system to a service center. The service center issues the coupon on the basis of the coupon issuance request and calculates number of issued coupons per ~~the~~ program or commercial message. It should be noted that the broadcasting/ transmitting system attaches the identifier of the program or commercial message with which the coupon information is to be broadcasted or transmitted ~~together with the coupon~~

information, to the coupon information in order to broadcast or transmit the coupon information attached with the identifier from the broadcasting/transmitting system to the receiving system.

Please amend the paragraph bridging pages 4 and 5 as follows:

The present invention transmits or broadcasts coupon information together with a program or commercial message from a broadcasting/transmitting system to a receiving system. The receiving system adds the identifier of the program or commercial message on which the coupon is displayed, to the coupon. A coupon affiliated store terminal checks ~~used of the a~~ coupon when used; and data about the use checked coupon and the coupon use status are transmitted from the coupon affiliated store terminal to a service center. The service center calculates number of used coupons per ~~the~~ program or commercial message on the basis of the use checked coupon and the coupon use status. It should be noted that the broadcasting/transmitting system may attach an identifier of the program or commercial message to be broadcasted or transmitted together with the coupon to the coupon, and the coupon attached with the identifier may be broadcasted or transmitted from the broadcasting/transmitting system to the receiving system.

Please amend the paragraph bridging pages 6 and 7 as follows:

In bidirectional broadcasting system, an electronic coupon information is broadcasted together with a program. When an electronic coupon is demanded to a service center from an audience, information which program is watched, ~~sexuality~~ gender/sex and age of audience, and so forth is managed in the service center per demanded coupon. For each coupon to be issued, individual number (ID) is assigned so as to see which coupon is used after collecting the coupon.

On the other hand, without routing via the service center, the broadcasted or transmitted coupon may be stored in a receiver. In such case, upon storing the coupon, the watched program name, ~~sexuality~~ sex and age of audience and so forth are added to the coupon as related information. After collecting the coupon, the related information is managed in the service center. In the service center, statistics, such as number of coupons issued or used, ~~sexuality~~ sex and age of the user (audience) and so forth, is made per each program to be broadcasted, and analysis of activities of the users is made on the basis of information depending upon difference of degree of interest to the program based on the profile, such as ~~sexuality~~ sex or age and so forth and information of equipment used for carrying coupon and a period from obtaining of the coupon to use. Here, the bidirectional broadcasting system is a system in which a receiver of the audience is connected to an internet and to perform action through internet relative to information obtained through a broadcasted radio wave. It should be noted that broadcasting program by radio wave may be transmitted through an electrical circuit (including radio circuit and wired circuit), such as internet or the like.

Please amend the paragraph bridging pages 8 and 9 as follows:

An information provider system 10 is a system to be used by an information provider. The information provider is a sponsor, or the like for a program to be broadcasted or transmitted, and pays a commercial message broadcasting or transmitting fee to a broadcaster transmitter for broadcasting or transmitting commercial message. A broadcasting/ transmitting system 20 is a system to be used by a broadcaster/transmitter for broadcasting or transmitting coupon information together with the program or commercial message. The broadcaster/ transmitter is a broadcaster, an application service provider, or an internet service provider, for example. A

receiving system 30 is a system to be used by a receiver for receiving the program or commercial message and coupon information. The receiver is a member of an audience of the program or commercial message, for example. A service center 60 is a system to be used by a service provider managing the coupon. A coupon affiliated store terminal 50 is a system accepting use of the coupon. The broadcasting/transmitting system 20 and the service center 60, the receiving system 30 and the service center 60, the coupon affiliated store terminal 50 and the service center 60 are connected by open network or dedicated network. The broadcasting/ transmitting system 20 and the receiving system 30 are preferably connected via a broadcasted radio wave, but may be connected through open network or dedicated network. The information provider system 10 and the broadcasting/transmitting system 20, and the information provider system 10 and the service center 60 are connected by the open network or dedicated network. The broadcasting/transmitting system 20 and the service center 60 may be integral. Namely, the broadcaster/transmitter may use or possess the broadcasting/transmitting system 20 and the service center 60.

Please amend the first full paragraph on page 11 as follows:

The receiver 31 has a function for receiving the program or the commercial message, a function for receiving the data broadcasting, a function for receiving broadcasting schedule to be broadcasted by the data broadcasting as an electronic program guide, and a function for storing a personal information of audience (audience attribute), such as name, age, ~~sexuality~~ sex (gender), address or residence, contact address (telephone number, mail address) credit card number and so forth. The audience information may also be stored in an IC card (which is different from the IC card 38) detachably loaded on the receiver 31. The receiver 31 receives the coupon

information (coupon information receiving process 32) to display on the display device 36 for presenting to the audience.

Please amend the paragraph bridging pages 19 and 20 as follows:

Other than the results shown in Figs. 3A to 3C, for example, by statistically collecting the data of periods from the time of obtaining the coupon to the time of using the coupon per age group, the quickness of reaction to the CM can be analyzed. In the alternative, it is also possible to make analysis of information on the correlation between the media/ equipments through which the coupons are used with the broadcasting time zone of the audience program and so on, to permit the analysis of statistical information in multiple angle for performing the analysis of activity pattern per age or ~~sexuality~~ sex. Furthermore, by collecting the coupon use history of individual, the personal preference of individual can be analyzed by performing the analysis of the tendency of watched programs and the used coupons. While discussion has been given hereinabove for the embodiment where coupons are distributed, it is also considered another embodiment to manage the number unique to the coupon by the service center 60 and to distribute the number data in place of the coupon *per se* instead of distributing the coupon.